Table of Contents

		Page
1	**Narrative Patterns and Cultural Transmission in Masbateños Urban Legends: A Framework for Controlled Shift Narration for Oral Tradition Preservation** *Cherry Marsh Z. Peritos*	6
2	**Factors Affecting Social Media Advertising on Coffee Shops in Cabanglasan, Bukidnon** *Baby Rose M. Tomegues, Gilda Mae P. Tigmo, Vicente P. Jomar, Metonia M. Gonzales*	21
3	**The Mediating Role of Resilience on the Relationship Between Childhood Trauma Exposure and Narcissistic Traits of Transgender Individuals** *Rhea Mae P. Alamada*	29
4	**A Contemporary Evidence Synthesis of Leadership Styles and Their Impact on Organizational Performance: A Systematic Review** *Jon Paul M. Reyes, Manuel T. Malabanan, Carl Benedict M. Monterroyo*	38
5	**From Risk to Recovery: A Systematic Literature Review of the Economics of Disasters in the Philippines** *Allen Grace M. Sarmiento*	46
6	**Students' Perceptions of Resource Centers in an International School of Bangkok, Thailand** *Gracelyn D. Garcia*	57
7	**Factors Affecting Business Sustainability of Public Market Vendors in Northern Mindanao, Philippines** *Lovely Joy C. Yroila, Alexis Joseph C. Tagadiad, Dianna Bernadeth P. Basalo, Shirra Mae A. Pelobello, Allan V. Beliganio*	68
8	**Assessing the Level of Laboratory Safety Awareness Among Science Education Students** *Marlowe T. Sumile, Rodceal Malinao*	76
9	**"Beyond the Badge, Beyond the Hurt": Counseling Experiences of Police Officers in a Restorative Intervention Program** *Hillary N. Balderas*	87
10	**Carrying the Burden: Lived Psychological Struggles of Caregivers Raising Children with Neurodevelopmental Conditions** *Raphael DG. Cordero*	98
11	**Resilience and Success Strategies: A Phenomenological Analysis of the Elements Affecting Retakers of Certified Public Accountant Licensure Examination in the Philippines** *Phoebe Mae P. Augusto, Keziah C. Borlasa, Jayrald P. Cosep, Juddie G. Francisco, Angelo Joshua Y. Yee, Kingie G. Micabalo, Exequiel C. Cruspero Jr.*	113

12 Selling Strategies and Business Practices of Rice Retailers: A Qualitative Study in a Rural Philippine Setting 123
Cristene S. Gibo, Llochellemee P. Sillar, Bless M. Lindayao, Elisabeth Mary L. Patoc, Metonia M. Gonzales

13 Navigating Ethical Boundaries: AI-Driven Data Collection and Analysis in Academic Research 129
Sesenio B. Sereno III, Kristoffer Ian A. Barredo, Terrence A. Lim, John Bosco P. Javellana, Norberto R. Lamano, Jr., Apollo Neil R. Duran, Owen Harvey Balocon

14 The Influence of Financial Education on the Financial Behavior of Business Administration Students 139
Keith Cyril Z. Sudaria, Rosalie P. Sumonda, Rea S. Teofilo, Jishanis Mae G. Becaro-Lapiz

15 The Relationship Between Business Planning and Business Performance Towards Microbusiness 151
Martin P. De Leon, Mark A. Alburo, Kayte Jassen P. Bacroya , Daiserie V. Ampoeda, Mark Lloyd Anthony S. Andilab, Laiza L. Ardenes, Metonia M. Gonzales, Jishanis Mae G. Becaro- Lapiz

16 Application of Social Constructivism in the Classroom: A Case Study of a Private Elementary School in Davao City 158
Eunice Ultiano-Dandan1, Marleonie M. Bauyot

17 The Readiness of Teachers in Teaching Filipino Literature in Secondary Schools 166
Greshela Mae E. Quiño, Ma. Kristine P. Antipona, Caryn Mae U. Gama, Sweet Charlene C. Rama, Jeddah B. Quiño-Justol

18 Effect of Code-Switching in Teaching Among Filipino Pre-Service Teachers 172
Aslie M. Ral, Johoney A. Amay, Honey Mae C. Buslon, Chares Ray B. Quilang, Jeddah B. Quiño-Justol

19 Impact of Learning Experience on Perceived Program Relevance of BA English Language Studies 178
Khaizar H. Barrie, Patricia I. Amilhusin, Nazeera S. Salapuddin, Carlota U. Injam, Jehada S. Hassan, Sharisma M. Adidul, Radzmalyn B. Samsi, Ajurdan L. Iron

20 A Systematic Literature Review: Present Bias versus Financial Literacy as Determinants of Savings Behavior Among Entrepreneurs 184
Efren James S. Aquino, Ruth R. Sealmoy, Oliver R. Mandap

21 Financial Pressures and Teacher Outcomes: Evidence from Female Public School Teachers in Lanao del Sur, Philippines 194
Jamalica A. Jamal

22 Parasocial Relationships and Their Influence on Consumer Purchase Intention Among Gen Z 203
Ma. Kyneshi Belle F. Barba, Charisle Gizzarie A. Ortiz, Fiona Paula N. Gutierrez, Jarha Keziah A. Casibu, John Vincent M. Villoria, Reynald Alfred G. Sy

23	**Leveraging Artificial Intelligence (AI) for Administrative Assistance Workloads: An Appreciative Inquiry** *Marycris A. Jimenez*	216
24	**Digital Responsibility of Public Administration Students: Challenges and Coping Strategies** *Alvin Cuares, Karen Grace Casaña*	227
25	**Mentorship and Culturally Responsive Pedagogy: Influence of Pre-Service Support from Cooperating Teachers** *Sarah Jane Capisinio Lambonao, Lemuel M. Sayao*	235
26	**Examining Gender Discrimination Towards Male Education Students** *Gabriel V. Buensuceso, Niña Fe C. Cuyom , Ronalene P. Dampil, Alyssa Joy F. Dela Rosa, Russel V. Espanillo, Charlene D. Gomez, Monica G. Junio*	244
27	**Parental Satisfaction with University Services in a Philippine Private University** *Gloria P. Deniega, Kingie G. Micabalo, Rafael M. Bachanicha*	252
28	**Relationship of Teaching Methods to Students' Engagement and Critical Thinking Disposition** *Daryll P. Garcia, Jumar B. Taoto-an*	262
29	**The Art of Designing Futures: Academic Performance and Career Readiness of BMMA Graduates** *John Robby O. Robinos, Rolando Quirong, James Darrel Nirza, Rowena Morta, Fe M. Antonio, Kenneth Michael P. Ajoc*	268
30	**Ratooning Response and Yield Performance of Different Rice Varieties as Influenced by Cutting Height Under Irrigated Lowland Condition** *Jo-Ann S. De Pedro1, Junito P. Marcelino*	275
31	**The Mediating Role of Self-Compassion in the Relationship Between Hope and Anxiety Among College Students** *Mary Joyce E. Cueva, Adonis P. David*	288
32	**Examining the Relationship Between ICT Proficiency, Motivation, Institutional Support, and Leadership Aspiration Among Employees in Higher Education** *Kenn Migan Vincent C. Gumonan, Nenita I. Prado*	295
33	**The Mediating Role of Artificial Intelligence (AI) Literacy in Graduate Seminar Coursework and Ethical Preparedness: Insights from the Graduate Students** *Artemio L. Florendo, Jr.*	302
34	**Evaluation of Climate-Disaster Interventions for Community Resilience: A Mixed Methods Research** *Jeppy P. Malinao, Amabelle A. Embornas*	313

35 Learning the Law Meaningfully: Dental Students' Experiences with Outcome-Based Instructional Materials in Dental Jurisprudence and Ethics 324
Eduard M. Riparip , Arlene S. Opina
36 Echoes of the Nabontogan Bell: Folklore, Cultural Memory, and Identity in Catamlangan 341
Jake Ronald M. Marbida
37 Exploring the Dynamics of Maguindanaon Kawing (Marriage): A Keystone to Understanding Culture and Traditions 354
Jerald S. Karim, Erwin A. Mallo
38 Leadership Behaviors of School Heads and its Influence on Teachers' Motivation 363
Lovely T. Aportadera, Iric F. Casa, Benjie B. Juan, Kimberlyn G. Manait, Amelie E. Trinidad
39 Teacher Commitment and Perceived Challenges as Predictors of Well-Being in Geographically Isolated and Disadvantaged Areas 368
Centhiame L. Belonio, Leonelyn L. Navarez, Benjie B. Juan
40 Digital Marketing Adoption Among Entrepreneurs: A Cross-Country Analysis of GEM Survey Cycles 2020/2021, 2022/2023, and 2023/2024 376
Mary Ann P. Carranza